

DETERMINING PUBLIC PERCEPTION ON STREET ART THROUGH DESCRIPTIVE DATA ANALYSIS

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ABSTRACT

This paper presents a frequency and descriptive testing on public perception of street art in preserving Malaysian culture. Street art has emerged as a new form of public art which starting to gain attention in different countries around the world, including Malaysia. Street art creates a new phenomenon to the country's, especially the main cities' interactivity and vitality such as Kuala Lumpur and Pulau Pinang. As it is still considerably new in Malaysia, there has not been many local studies that examine the preservation of Malaysian culture through street art or its potential as a creative medium in enhancing people's experience. Based on case studies conducted in Georgetown, Laman Seni, and Kuching, this study aims to explore people's perception of street art in preserving the Malaysian culture. The sample size for the study was 384 samples whereby the respondents are aged 20 years old and above. The data will by and large represent the perceived value of public appreciation towards the street arts in Malaysia.

Keywords: Descriptive Data Analysis, Malaysian Culture, Public Perception, Street Art

1. INTRODUCTION

The role of art and artistic activities in improving the quality of the urban environment currently has achieved more significant values. In a research conducted by Johanson (2015), the author argued that arts play very important role in our daily life in relations to the value of common public spaces. She also described as the "everyday arts" such as arts performances and exhibitions as a transformative potential of the city. The arts and cultural activities were developed through vacant units in Fo Tan, Kwun Tong or Chai Wan in Hong Kong by the artists (Charrierasa, Darchenb and Siglerb, 2018). Thus, what is the contribution of street arts to the cities or communities? Young (2014) in her book on the "Street Art, Public City: Law, Crime and the Urban Imagination" describe street arts as;

Street art, although a distinctive phenomenon with many discrete characteristics, intersects with a range of other activities and practices, and draws meaning from these other phenomena, while evolving attributes of its own that operate to constitute an image in public space as a street artwork (or not) (p.5).

Street art is rather new which started in 2010 in Malaysia but yet it is only now that people are more aware of its importance in improving the city's image, further to preserved our culture.